

GDI SIZES UP SALES TEAM
PERFORMANCE WITH INDUSTRY
LEADING FOOTWEAR COMPANY



World Class Sales Solutions for Selection, Performance, and Retention



Leading the Industry...

Bates Footwear is a division of Wolverine World Wide, Inc. Bates Footwear is one of the largest suppliers of uniform footwear to the U.S. federal government, the Department of Defense and public service departments throughout the United States as well as military organizations in more than sixty countries.



Growth Dynamics' Sales Performance Solutions at work...

Customer/Market:

Leading Footwear
Company

Challenge:

Sales Team
Performance

Solution:

GDI Sales Force
Benchmark
Methodology®

SalesMAX® Sales
Force Intelligence

Results:

Improved sales
team selection,
sales team
performance and
customer retention

COMPANY OVERVIEW:

As a growing division of Wolverine World Wide, Inc., Bates Footwear sought a targeted solution for sales force selection and development to assure top sales performance, new business development and customer retention. The current sales team is comprised of a unique set of sales professionals, both employees and independent agents, with differing levels of experience, performance and success in the civilian and/or military marketplace.

SALES FORCE CHALLENGES:

- Needed a PICTURE of top performance in sales to select and develop the "right" team.
- Needed a process to attract, select & hire the "right" sales professionals
- No metrics defining sales force strengths and capabilities to drive top sales performance
- Long standing customer relationships required increased objectivity for account saturation

GDI SOLUTION OVERVIEW:

- Created the GDI Sales Team Benchmark®...defining the PICTURE of top performance
- Established a comprehensive process to attract, interview and select a sales team with a targeted role description, job ad, and role-specific interview methodology
- Armed the sales force with a customer management & retention process for account saturation and increased sales
- Presented results to the leadership to engage sales team at Bates National Sales Meeting

SALES TEAM PERFORMANCE RESULTS:

- Improved account saturation and sales growth
- Optimized sales leadership efforts to lead & motivate the sales force for top performance
- Provided the sales force with recommendations on how to adapt their skills, behaviors, and attributes for greater success



Growth Dynamics
www.gdicorp.com

©Copyright 2011

USA 877.434.2677
Direct 937.228.7078